



**INTERCOLLEGIATE
BROADCASTING
SYSTEM**

706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

April 13, 1950

Miss Patricia Butler
Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Butler:

We have read with considerable interest recent releases in "This Week" magazine of March 22 and April 3 concerning the Pioneer Broadcasting System which links your station, WMUS, and IBS station WAMF at Amherst. We are indeed pleased to see that advantage has been taken of the close proximity of these three schools in establishing a local network.

We are also pleased that your public relations department has been successful in procuring good publicity for your operations as this will further the cause of the entire college radio movement.

I wish to call to your attention a somewhat erroneous impression given the reader of your March 22 release that your network is the first of its kind. It is indeed the first time that your three stations have been joined by a network, but the documented facts are that it is not the first network of campus radio stations.

In the interest of accuracy in future news releases, I am sure you will be pleased to learn the following data: The first network program carried over wire lines between campus radio stations was a single program on May 10, 1945 from station WKCR at Columbia University and carried over twelve other stations of the Intercollegiate Broadcasting System as follows: WYBC, Yale; WESU, Wesleyan; WBRU, Brown; WHRB, Harvard; WPRU, Princetown; WHRC, Haverford; WSRN, Swarthmore; WMS, Williams; WRUC, Union. In addition WRAD, Radcliffe and WBRN, Bryn Mawr received this program over local loops which connected them with Harvard and Haverford respectively.

In the fall of 1945 there was inaugurated the Middle Atlantic Network which operated for at least a year on a daily basis and which connected WSRN, Swarthmore, WHRC, Haverford and WBRN, Bryn Mawr. After this network closed the next network to appear was the Empire network in Upper New York State which was inaugurated in the spring of 1947 and operated for approximately seven weeks. At first it was composed of

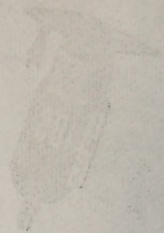
Executive Officers

GEORGE ABRAHAM, Chairman
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GEORGE I. McKELVEY III, Business Manager
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HAROLD WEISS, Director of Radio, Southern Methodist University, Dallas, Texas



INTERCOLLEGIATE

BROADCASTING

SYSTEM

BLACKSTONE

100 S. MARKET AVENUE, CHICAGO, ILL. 60601

ALL CONTENT

Also available in
audio cassette
and video
formats.

See also page 10.

The first step in the development of a successful program is the selection of a topic. The topic should be one that is of interest to the audience and one that is relevant to the program. The topic should also be one that is not too broad or too narrow. A good topic is one that is specific and focused.

The second step in the development of a successful program is the selection of a format. The format should be one that is appropriate for the topic and the audience. The format should also be one that is easy to understand and one that is engaging.

The third step in the development of a successful program is the selection of a host. The host should be someone who is knowledgeable about the topic and who is able to engage the audience. The host should also be someone who is comfortable on camera and who is able to handle the pressure of a live broadcast.

The fourth step in the development of a successful program is the selection of a location. The location should be one that is appropriate for the topic and the audience. The location should also be one that is easy to access and one that is visually appealing. The location should also be one that is safe and secure.

The fifth step in the development of a successful program is the selection of a production team. The production team should be one that is experienced and one that is able to handle the technical aspects of the program. The production team should also be one that is able to work together and one that is able to handle the pressure of a live broadcast.

The sixth step in the development of a successful program is the selection of a distribution channel. The distribution channel should be one that is appropriate for the topic and the audience. The distribution channel should also be one that is easy to access and one that is visually appealing. The distribution channel should also be one that is safe and secure.



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Miss Butler

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WRUR, Rochester; ~~WRSB~~, Sampson; WVBR, Cornell. The last three weeks of the school year in the spring of 1947 this network was expanded to include KSLU, St. Lawrence; WNTC, Clarkson College of Technology; WRUC, Union and WRPI, Rennselaer Polytechnic Institute.

The next network to appear ^{was} the Philadelphia Inquirer Collegiate Network sponsored by that newspaper and linking WRTI, Temple University; WXPB, University of Pennsylvania and WSRN, Swarthmore. That network was begun in the spring of 1949 and operated until the end of that semester. In the fall, continued financial support was not available from the newspaper and so station WSRN was dropped and the network became the Philadelphia Collegiate Network linking WRTI and WXPB. This network has been operating all of this school year and this spring a low power FM station, WPWT, operated by the Philadelphia Wireless Institute was added to the network to receive programs only in a two hour period in the afternoon. This network is also different from the others in that Temple being a "subway" college programs the network afternoons and the University of Pennsylvania programs in the evening. Thus, both stations are able to maintain much longer broadcasting hours than they could by themselves. Plans are now in the formative stage to expand the network around Philadelphia and bring in the stations at Swarthmore, Haverford, Villanova, Harcum Junior College and Bryn Mawr if the station can be re-established.

The idea of network operations as you can see from the above is one which has been received with interest by campus stations wherever they are close enough together to make a network possible without excessive wire charges. Other networks have been proposed such as the Connecticut Valley Network and one on the west coast around San Francisco but have not materialized because of high line charges.

We wish your network every success and hope that the many problems which you will meet can be solved expeditiously. We hope also that the non-IBS stations in your network will desire to attend meetings of the IBS which may be held in your region and also we hope that you will come to understand the aims and objectives of IBS and will desire to join.

Very truly yours,

David W. Borst
Operations Manager

DWB:bac
cc

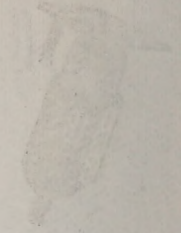
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CONTENT

The following is a list of the contents of the program...

1. Introduction

2. The History of the Intercollegiate Broadcasting System

3. The Purpose of the System

4. The Structure of the System

5. The Role of the System in the Community

6. The Future of the System

7. Conclusion

THE SAVANNAH AVENUE HIGH SCHOOL

SAVANNAH, GEORGIA

1950